

Highlights from EntreArchitect "Success and Survival as a Small Firm (in this time of COVID-19)" webinar

courtesy of Christopher Toddy AIA, President, Managing Member
Christopher @ Architects LLC, Cleveland OH

- Cash flow
 - Follow up on invoices regularly – be the squeaky wheel if needed
 - Get your invoices out regularly – maybe more often now – this is not the time to slip on this
 - Consider pre-billing your services, get larger retainers, move retainer from the first payment to last
 - Talk to your clients about the importance of cash flow for a small business
 - Do not work on new work when there are outstanding invoices
 - The federal government and credit cards have options – discuss these with them if needed --- see SBA link above
- Opportunities
 - Understand your clients' new problems and provide new services to address these, using your existing skills – be their trusted partner
 - Expand your skills / re-invest yourself
 - Learn Revit or other helpful software
 - Consider being the General Contractor or Interior Designer, when you previously hired those out
 - Keep marketing
 - Focus on recurring business – follow a recurring-business revenue model rather than a project-revenue model
 - Clients need to be able to find you – tune up your website
- Do not highlight process changes with clients (i.e., working from home)
 - We are open for business and here's how to contact us
 - "We have been thinking about this, and this is what we're doing"
 - Convey calmness and stability – this is what we're doing to mitigate disruption – this situation has a start, middle and end
- Move to an Online Platform for Meetings
 - Remote practice tools – look into them – see links above for resources beyond Facetime, Zoom, GoToMeeting – "notability" software for whiteboard features
 - Make it easy for those not technical gurus, especially older clients
 - Communicate with your staff, regularly train your staff even if remote